

Fundraising Training for Not-For-Profits

One hundred twenty representatives from more than 85 not-for-profit preservation and heritage organizations in Virginia attended day-long training workshops in March 2002 on the ABCs of fundraising. Sponsored by the National Trust for Historic Preservation, the Preservation Alliance of Virginia, and the Department of Historic Resources, the training workshops were held in Warrenton, Roanoke, Richmond, and Hampton.

The workshops, facilitated by John Borders of BDI Consulting Inc. of Winchester, addressed a common critical need of not-for-profit preservation and heritage organizations in Virginia: increasing their capacity to raise the necessary financial and other resources to accomplish their preservation, advocacy, and education missions. Topics included developing and maintaining an annual campaign; identifying corporate and private funders; developing a case statement and vision; the need for and elements of strategic planning; how to make the case to potential funders; and board leadership, motivation, and initiative.

The March 2002 training workshops were designed as a model for addressing other critical training needs of private preservation and heritage organizations in Virginia. In the coming months, the National Trust, the Preservation Alliance of Virginia, and DHR will present a series of regional training workshops on strategic planning, working effectively with volunteers, expanding a membership base, and effective advocacy. While providing training opportunities, partnering sponsors are promoting the preservation of Virginia's irreplaceable historic resources by encouraging collaboration and communication among the Commonwealth's private heritage organizations.

—Bob Carter